

Abstract of the Disclosure

An interactive television system with programming-related links is provided. The system may include user television equipment on which interactive
5 program guide and non-program-guide applications may be implemented. Information that is displayed in a display screen for a non-program-guide application may be related to programming. A display screen or overlay for programming that is related to the information may
10 be displayed when a user selects the displayed information. The display or overlay for the programming may include advertisements, video, graphics, options, or programming descriptions. The display screen or overlay may have been displayed by
15 the program guide application.